

CERTIFIED WEBSITE PROGRAM



Core Package (FULLY Co-Op Eligible)

\$1099/mo

- Mobile-First Responsive Website Platform
- Website Design Library
- SSL Site Security & HTTPS Connection
- Mobile Optimization
- Basic Website Optimization
- Ongoing Site / Page Speed Optimization
- Advanced Website Optimization & Editor
- Call Tracking (6 Numbers)
- Insight Reporting
- One-Touch Forms
- Website Grader
- Advanced Reporting Suite
- Dynamic Thank You Pages
- Mega Menu
- Mega Menu Manager
- Content Library
- Testimonial Manager
- Content Library
- Responsive Custom Page Builder
- Media Manager
- 2-Part Lead Forms
- Dynamic Make/Model Pages
- Price Unlock
- Keyword Site Search
- Keyword Site Search
- New Vehicle Stock Photos
- Vehicle Brochures
- Manufacturer Incentives & Rebates
- Safety Crash Test Rating
- Green Scores
- Awards & Accolades
- Window Stickers
- Window Stickers
- Social Media Toolbar
- Personalization Engine
- Owners Manuals*
- Inventory Pricing Manager
- Reputation Monitoring
- Coupon Manager
- Dedicated Account Executive
- Dedicated Account Executive
- Banner Media Manager
- Video Manager
- Apple Wallet / Google Play Integration
- Support of 3rd Party Integrations
- ADA Accessibility Tool
- Vehicle Options Manager

Premium Package (\$1099 Co-Op Eligible)

\$1,699/mo

• CORE PACKAGE

+ Local Listings Management

- Ongoing data submission to 100+ Local Listings.

+ Keyword Ranking Report

- Track search engine results page rank for specific target keywords.

+ 4 Pages of Custom Content

- SEO-optimized custom content generation service.

A LA CARTE	PRICE	A LA CARTE	PRICE
Offer Management Tool Website add-on featuring homepage search-by-payment widget and SRP monthly lease/ nance widget utilizing real-time bank and incentive data.	\$349	Units IMS Unleaded DMS Polling ▪ VIN Decoding ▪ Syndication to 3rd Party Advertising Sites ▪ High Definition Photo Uploading System ▪ Bulk Update ▪ Inventory To-Dos with Email Alerts ▪ Window Sticker Module ▪ Comment Generator ▪ Photo Editor ▪ Layover Module with Dynamic Overlay Features ▪ Options on Image ▪ Automated Hot Spots	\$179
Smart Incentive System Incentive program customized to a customer's search history or based on geo-fencing.	\$179	Units IMS Plus Includes Units IMS / Unleaded ▪ Data Transfers ▪ 360° Interior Upload ▪ Price Cast	\$249
Trade In & Sell Us Your Car Tool Values determined by NADA guides, KBB or Black Book. Integrated dealer inventory so customers can select their replacement vehicle all within a matter of seconds. Separate application for "Sell Us Your Car"	\$449	Units IMS Premium Includes Units IMS / Unleaded / Plus ▪ Recon & Photo Alert System ▪ Exterior Walk Around Video ▪ eAuto Appraise Integration ▪ Customizable Hot Spots ▪ AI Hot Spots Automated Hotspots ▪ GMB Cars for Sale	\$449
Google My Business Package Creation, optimization, and ongoing maintenance and updates of Google-my-Business local listings business listing(s).	\$449	Units IMS Nitro Includes Units IMS / Unleaded / Plus ▪ Video Exports ▪ Video Voice Over ▪ CPO Integration ▪ CARFAX® Integrated ▪ Video Sharing Capabilities ▪ YouTube Integration ▪ CARoi Sales Reporting Integration ▪ Video Tagging ▪ Enterprise Photo Reporting	\$629
Local Listings Management Ongoing data submission to 100+ Local Listings	\$179	Units IMS Inventory Videos	Basic \$89 Advanced \$134 Bronze \$179 Silver \$225 Gold \$249
Keyword Ranking Report Track search engine results page rank for specific target keywords.	\$89	Adds stitched videos to the dealer's website	● ● ● ● ●
Custom Content (4 pages) SEO-optimized custom content generation service	\$599	Adds stitched videos to 3rd party websites	● ● ● ● ●
Monthly Turnkey Banners (3 banners) Turnkey homepage graphic banners	\$249	Send to Cars.com / AutoTrader / YouTube	● ● ● ● ●
Parts Catalog OEM parts and accessories catalog accessible to customers from a dealership's website.	\$179	Send to CARFAX®	● ● ● ● ●
Spanish Website Responsive website with complete Spanish translation.	\$629	Send to Facebook	● ● ● ● ●
		Facebook Inventory Post your inventory on your dealership's Facebook page	\$179
		Market Pricing Tool KBB, Black Book, NADA, and Manheim Evaluation Data	\$799
		GMB Cars For Sale Share inventory directly on your Business Profile on Google	\$89

*Pre-owned vehicles ONLY

CERTIFIED DIGITAL MARKETING PROGRAM*



PRODUCTS & FEATURES	BASE PACKAGE \$949	SPORT PACKAGE \$1399	TURBO PACKAGE \$1899
Dynamic Inventory Based JLR Search Marketing	✓	✓	✓
Dynamic Inventory Based CPO Search Marketing	✓	✓	✓
Market Protection Search Marketing	✓	✓	✓
Geo/Local Campaigns	✓	✓	✓
Dynamic Inventory Based VDP Remarketing	✓	✓	✓
Waze	Pins	Pins & Takeover	Pins & Takeover
Dynamic Call Tracking	✓	✓	✓
Advanced Executive Digital Marketing Dashboard	✓	✓	✓
Dedicated Certified Account Strategist	✓	✓	✓
Dealer Brand Promotional Remarketing		✓	✓
Behaviorial/Programmatic Display Advertising		✓	✓
Banner Set Creation (1 per month)		✓	✓
YouTube TrueView**		✓	✓
Used Car Custom & Dynamic Search Marketing		✓	✓
Dynamic Inventory Facebook VDP Remarketing		✓	✓
Promotion Campaign with dynamic lease & offer landing pages			✓
Service & Parts Custom Search Marketing			✓
Finance Custom Search Marketing			✓
DMS Attribution			✓
DMS Targeting/Forecasting with Heatmapping			✓

SOCIAL	PRICE
VDP Remarketing	\$269
Starter Package ▪ Choice of 2: Sales, Fixed Ops, Finance or Video**	\$674
Advanced Package ▪ Choice of 4: Sales, Fixed Ops, Finance or Video**	\$1,079
Social Media Package ▪ Choice of any: Sales, Fixed Ops, Finance or Video**	\$1,349

A LA CARTE	PRICE
Parts & Service Package	\$499
Google Posts (4 per month)	\$499
DMS Attribution	\$499
Additional Banner Creation	\$350

STREAMING TV PACKAGE OPTIONS	MONTHLY IMPRESSION TOTAL	MANAGEMENT FEE	MONTHLY BUDGET
Prime Package***	90,216 - 128,879	23%	\$3,500 - \$5K
Echo Package***	128,880 - 317,402	18%	\$5,001 - \$9K
Fire Package***	317,403 +	13%	\$9,001 +

*Must have DEP website **Dealer must provide video
***One 30 second commercial included